



June 9, 2021

## **Ratings Report: Week of May 24, 2021** *(National Live + Same Day Program Ratings)*

**'Live with Kelly and Ryan' Builds Its Overall Audience Week to Week**

**'Live' Ranks as the No. 1 Syndicated Talk Show for the 3<sup>rd</sup> Straight Week**

**'Live' Is the Most-Watched Daytime Talk Show for the 4<sup>th</sup> Time in 5 Weeks**

**'Live' Is Daytime's No. 1 Talk Show in Women 25-54 for 64 Consecutive Weeks**

During the week of May 24, 2021, **"Live with Kelly and Ryan" grew over the prior week in Total Viewers (+2% - 2.485 million vs. 2.434 million) and held even week to week in Households (1.7 rating) and Women 25-54 (0.7 rating).**

For 12 of the last 13 weeks, including the 3 most recent weeks, **"Live with Kelly and Ryan" ranked as the No. 1 syndicated talk show across all key Nielsen measures. "Live" outdelivered runner-up "Dr. Phil" this week by 6% in Households (1.7 rating vs. 1.6 rating), 8% in Total Viewers (2.485 million vs. 2.295 million) and 17% among Women 25-54 (0.7 rating vs. 0.6 rating).**

For the 4<sup>th</sup> time in 5 weeks and for the 3<sup>rd</sup> week straight, **"Live with Kelly and Ryan" was the most-watched daytime – network or syndicated – talk show (2.485 million).** In addition, **"Live with Kelly and Ryan" marked its 64<sup>th</sup> consecutive week (including 13 weeks of ties) as the No. 1 daytime talk show among Women 25-54 (0.8 rating) – since the week of 3/9/20.**

In its 33<sup>rd</sup> season, **"Live with Kelly and Ryan" ranks as the season's No. 1 syndicated talk show for the first time ever across all key Nielsen measures, topping "Dr. Phil" by 7% in Total Viewers (2.605 million vs. 2.429 million) and by 14% with Women 25-54 (0.8 rating vs. 0.7 rating), while tying "Dr. Phil" in Households (1.8 rating).**

On average for the season, **"Live with Kelly and Ryan" leads "Ellen" by enormous double-digit margins in Households (+80% - 1.8 rating vs. 1.0 rating), Total Viewers (+81% - 2.605 million vs. 1.436 million) and Women 25-54 (+60% - 0.8 rating vs. 0.5 rating).**

**About "Live with Kelly and Ryan"**

“Live with Kelly and Ryan” is distributed in national syndication by Disney Media & Entertainment Distribution. The show is produced by WABC-TV in New York and executive produced by Michael Gelman, Kelly Ripa and Ryan Seacrest. Visit “Live” on the web ([KellyandRyan.com](http://KellyandRyan.com)), [Facebook](#), [Instagram](#), [Twitter](#) and Snapchat (@LiveKellyRyan).

Source: The Nielsen Company, National Live + Same Day Program Ratings, weeks of 5/24/21 and 5/17/21 and 2020-2021 season (9/7/20-5/30/21). Beginning 8/31/20, National Program Ratings also include Out of Home (OOH) viewing.

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